

Application Serial No.: 09/661,375

Attorney Docket No. 23453-020

In Response to Office Action mailed April 14, 2004

**This listing of claims will replace all prior versions and listings of claims in the Application.**

**LISTING OF CLAIMS:**

Claims 1-26. *cancelled*

27. *(Previously Presented)* A method for generating an interactive voice broadcast, comprising:

providing at least one voice service, to which a plurality of users may subscribe, that can output personalized content during an interactive voice broadcast;

generating content for the at least one voice service when the at least one voice service is executed;

applying subscriber-specific personalization information for each subscriber of the at least one voice service to the generated content, so as to personalize the generated content for each subscriber, wherein personalized content for a subscriber is formatted into a unique active voice page generated for the subscriber;

initiating an outbound communication to the subscriber to establish an interactive voice broadcast with the subscriber; and

presenting personalized content to the subscriber from the subscriber's unique active voice page during the interactive voice broadcast.

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28. *(Previously Presented)* A system for generating an interactive voice broadcast, comprising:

means for providing at least one voice service, to which a plurality of users may subscribe, that can output personalized content during an interactive voice broadcast;

means for generating content for the at least one voice service when the at least one voice service is executed;

means for applying subscriber-specific personalization information for each subscriber of the at least one voice service to the generated content, so as to personalize the generated content for each subscriber, wherein personalized content for a subscriber is formatted into a unique active voice page generated for the subscriber;

means for initiating an outbound communication to the subscriber to establish an interactive voice broadcast with the subscriber; and

means for presenting personalized content to the subscriber from the subscriber's unique active voice page during the interactive voice broadcast.

29. *(New)* The method of claim 27, wherein the at least one voice service is executed upon satisfaction of a predetermined condition.

30. *(New)* The method of claim 29, wherein the predetermined condition is specified by a user while subscribing to the at least one voice service.

31. *(New)* The method of claim 29, wherein the predetermined condition comprises a scheduled, time-based condition.

32. *(New)* The method of claim 29, wherein the predetermined condition comprises a triggering event.

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33. (New) The method of claim 27, wherein the generated content includes information derived from an on-line analytical processing (OLAP) system.
34. (New) The method of claim 27, wherein the active voice page comprises a markup language document.
35. (New) The method of claim 27, wherein the active voice page further comprises at least one input element for requesting input from the subscriber during the interactive voice broadcast.
36. (New) The method of claim 27, wherein initiating an outbound communication to the subscriber comprises initiating an outbound telephone call.
37. (New) The method of claim 27, further comprising:  
dynamically interacting with the subscriber in real-time during the interactive voice broadcast via one or more personalized inputs embedded in the active voice page.
38. (New) The system of claim 28, wherein the at least one voice service is executed upon satisfaction of a predetermined condition.
39. (New) The system of claim 38, wherein the predetermined condition is specified by a user while subscribing to the at least one voice service.
40. (New) The system of claim 38, wherein the predetermined condition comprises a scheduled, time-based condition.
41. (New) The system of claim 38, wherein the predetermined condition comprises a triggering event.

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42. (New) The system of claim 28, wherein the generated content includes information derived from an on-line analytical processing (OLAP) system.

43. (New) The system of claim 28, wherein the active voice page comprises a markup language document.

44. (New) The system of claim 28, wherein the active voice page further comprises at least one input element for requesting input from the subscriber during the interactive voice broadcast.

45. (New) The system of claim 28, wherein the means for initiating an outbound communication to the subscriber comprises means for initiating an outbound telephone call.

46. (New) The system of claim 28, further comprising means for dynamically interacting with the subscriber in real-time during the interactive voice broadcast via one or more personalized inputs embedded in the active voice page.

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47. (New) A method for generating an interactive voice broadcast, comprising:
- providing at least one voice service, to which a plurality of users may subscribe, that can output personalized content during an interactive voice broadcast;
  - generating content for the at least one voice service when the at least one voice service is executed, wherein the generated content includes information derived from an on-line analytical processing (OLAP) system, and wherein the at least one voice service is executed upon satisfaction of a predetermined condition;
  - applying subscriber-specific personalization information for each subscriber of the at least one voice service to the generated content, so as to personalize the generated content for each subscriber, wherein personalized content for a subscriber is formatted into a unique active voice page generated for the subscriber;
  - initiating an outbound communication to the subscriber to establish an interactive voice broadcast with the subscriber;
  - presenting personalized content to the subscriber from the subscriber's unique active voice page during the interactive voice broadcast; and
  - dynamically interacting with the subscriber in real-time during the interactive voice broadcast via one or more personalized inputs embedded in the active voice page.

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48. (New) A system for generating an interactive voice broadcast, comprising:
- means for providing at least one voice service, to which a plurality of users may subscribe, that can output personalized content during an interactive voice broadcast;
  - means for generating content for the at least one voice service when the at least one voice service is executed, wherein the generated content includes information derived from an on-line analytical processing (OLAP) system, and wherein the at least one voice service is executed upon satisfaction of a predetermined condition;
  - means for applying subscriber-specific personalization information for each subscriber of the at least one voice service to the generated content, so as to personalize the generated content for each subscriber, wherein personalized content for a subscriber is formatted into a unique active voice page generated for the subscriber;
  - means for initiating an outbound communication to the subscriber to establish an interactive voice broadcast with the subscriber;
  - means for presenting personalized content to the subscriber from the subscriber's unique active voice page during the interactive voice broadcast; and
  - means for dynamically interacting with the subscriber in real-time during the interactive voice broadcast via one or more personalized inputs embedded in the active voice page.